

Virginia Department of Agriculture and Consumer Services
Division of Consumer Protection - Office of Weights and Measures
102 Governor Street, Richmond VA 23219 • www.vdacs.virginia.gov

TECHNICAL BULLETIN

Bulletin number: 2010-02

Subject: Posting of prices and taxes for petroleum products

Issue date: September 23, 2010

Expiration date: In effect until rescinded or amended

Purpose:

The purpose of this bulletin is to provide guidance to retailers regarding the posting of prices of and taxes charged for petroleum products. For purposes of this document, petroleum products include gasoline, diesel, off-road diesel, heating oil and kerosene. Retailer means any person who markets petroleum products to consumers.

Guidance:

Retailers have the option of advertising or posting prices for petroleum products that may or may not include associated taxes, provided that the following guidance is observed.

If a retailer wishes to display the amount of taxes separately from the price of the product, the words "plus tax" and the numerals expressing the amount of the tax shall be prominently displayed in letters and numerals of the same general design, style, and at least one-half the height and width of the numerals representing the price of the product. Otherwise, the posted price must include all applicable taxes.

Retailers are reminded that their dispensers must display the total sale amount to be paid for the quantity of product purchased including all applicable surcharges and taxes, regardless of the product being dispensed, e.g. on-road diesel, off-road diesel, gasoline, fuel oil or kerosene. In the case of retailers who offer cash discounts, the retailer may adjust the unit price from a remote console so that the appropriate cash price is displayed prior to the customer's initiation of the transaction at the dispenser.

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